

Rep Order# 9849527 Ver# 1 Status New Traffic Order# Printed: 10/22/2012 11:21 AM 1 of 2  
EC'd Yes Last Received: 10/20/2012 4:39 PM  
Showing Buylines: All Lines

Station WMYT-TV CHARLOTTE, N.C.  
Advertiser ( ) POLITICAL  
Product ROMNEY FOR PRESIDENT  
Estimate# 350  
Buyer STEPHANIE KINCAID  
Phone#  
Fax#

Agency ( ) AMERICAN RAMBLER PRODUCTION  
138 CONANT ST  
BEVERLY, MA 01915  
Agency C/P1/P2/E //350  
Flight Dates 10/24/2012 - 10/30/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) BRAD PHILIPPS  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---  
ROMNEY FOR PRESIDENT \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M-TU	6P-7P	FEUD	:30	\$400.00	10/29-10/30	2	1	2	\$800.00	
	2	W-F	6P-7P	FEUD	:30	\$400.00	10/24-10/26	3	1	3	\$1,200.00	
	3	M-TU	10P-1030P	NEWS	:30	\$300.00	10/29-10/30	2	1	2	\$600.00	
	4	W-F	10P-1030P	NEWS	:30	\$500.00	10/24-10/26	3	1	3	\$1,500.00	
	5	M	8P-10P	LAW & ORDER	:30	\$500.00	10/29-10/29	2	1	2	\$1,000.00	
	6	F	8P-10P	MONK	:30	\$500.00	10/26-10/26	2	1	2	\$1,000.00	
	7	SA	8P-10P	LAW & ORDER	:30	\$250.00	10/27-10/27	2	1	2	\$500.00	

---REPORT TOTALS---  
Report Totals: 16 / \$6,600.00

---SALES MONTHLY TOTALS---  
Oct 12: 10 / \$4,200.00  
Sales Totals: 16 / \$6,600.00  
Nov 12: 6 / \$2,400.00

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Station Totals: 16 / \$6,600.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$660,000	CABL 0%	UNKN 99%	WAXN 0%	WBTX 0%	WCCB 0%
		WCNC 0%	WJZY 0%	WMYT 1%	WSOC 0%	

Books null  
Demos RA35+



**WMTV-TV**  
**3501 Performance Road**  
**Charlotte, NC 28214**  
**(704)398-0046**

www.mytv12.com

# CONTRACT

And:

**American Rambler Productions**  
**138 Conant Street**  
**Beverly, MA 01915**

<u>Contract / Revision</u> 119713 /		<u>Alt Order #</u> 09849527
<u>Product</u> <b>ROMNEY FOR PRESIDENT</b>		
<u>Contract Dates</u> <b>10/24/12 - 10/30/12</b>		<u>Estimate #</u> <b>350</b>
<u>Advertiser</u> <b>Romney for President, Inc.</b>		<u>Original Date / Revision</u> 10/22/12 / 10/22/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WMTV</b>	<u>Account Executive</u> Bradley Philipps	<u>Sales Office</u> Millennium Was
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WMTV	10/29/12	10/30/12	Family Feud Hour	6p-7p		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$400.00			
N 2	WMTV	10/24/12	10/26/12	Family Feud Hour	6p-7p		:30			NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$400.00			
N 3	WMTV	10/29/12	10/30/12	WBTB News @ 10p WMTV M10-1030p News			:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$300.00			
N 4	WMTV	10/24/12	10/26/12	WBTB News @ 10p WMTV M10-1030p News			:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$500.00			
N 5	WMTV	10/29/12	10/29/12	LAW & ORDER SVU #1	8-9PM		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				2	\$500.00			
N 6	WMTV	10/26/12	10/26/12	Monk 1	8-9p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				2	\$500.00			
N 7	WMTV	10/27/12	10/27/12	Law & Order	8-10p		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				2	\$250.00			
<b>Totals</b>											<b>16</b>	<b>\$6,600.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	10	\$4,200.00	\$3,570.00
10/29/12 - 10/30/12	6	\$2,400.00	\$2,040.00
<b>Totals</b>	<b>16</b>	<b>\$6,600.00</b>	<b>\$5,610.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.